



Media Release

26 February 2015, Vista Group Launches Charitable Foundation

AUCKLAND, NEW ZEALAND: Vista Group International ('Vista') is pleased to announce the launch of the Vista Foundation and its inaugural program, the 'Vista Film Marketing Program', in partnership with the New Zealand Film Commission (NZFC). The Vista Foundation's aim is to help film-makers learn the business side of film marketing.

Vista Group Chief Executive Murray Holdaway says the Foundation is dedicated to growing and developing aspiring film-makers. The Vista Foundation has received establishment funding from the founding shareholders of Vista Group and Vista Group itself has the intention to continue funding support in future years.

"At Vista we are passionate about the New Zealand film industry and we want to help the next generation of feature film-makers launch their careers. Being a professional film-maker is about great writing and directing skills, about design and production but it's also about marketing and promotion, about maximizing the return on investment in the film being produced," says Holdaway.

Roger Donaldson, producer and director of New Zealand classics *Smash Palace*, *Sleeping Dogs* and *The World's Fastest Indian*, as well as numerous Hollywood blockbusters such as *The Bounty*, *Cocktail* and *No Way Out*, will be the Patron of the Foundation.

"When we made *Sleeping Dogs*, there was no Film Commission and we simply made it up as we went along. When I look back at that film, I'm amazed at what we created, but I also wish I knew then what I know now. Film-makers need to know how to seek out financing, how licensing and distribution works, how to speak to particular audiences as well as how to tell a good story. The Foundation will help them develop those skills and I'm honored to be asked to be the inaugural Patron," says Donaldson.

Vista is working with the NZFC to deliver on the Foundation's promise. The NZFC, set up by the New Zealand government to foster film production in New Zealand, supports the Foundation and the two will work together on the Film Marketing Program.

NZFC CEO Dave Gibson says the role the Foundation will play is an important one that currently isn't being addressed.

"The Film Marketing Program has been created with input from industry stalwart, John Barnett, and will involve presentations and panel discussions from Kiwi's working in the international marketplace already. This is a long-term initiative on which we are pleased to be in partnership with the Vista Foundation. The Foundation's desire to be involved with the upskilling of the film industry in such a practical way is welcomed by the NZFC."



Up to four filmmaking teams will be nominated by the NZFC for the programme, which beginning in 2015 will be held annually as a series of two day workshops over a three month period.

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About the Vista Foundation

Vista Group is establishing the Vista Foundation with the aim of helping emerging film-makers better understand the business of film.

The Vista Foundation will focus on helping to educate New Zealand film-makers, from building the vocations of writing, directing and producing through to providing support in the distribution and exhibition of New Zealand films. It will partner with other film industry organisations to develop New Zealand's film industry intellectual capital and to help emerging film-makers hone their skills.

The first initiative sees the Foundation working with the NZFC to hold a series of workshops to help emerging producers, directors and writers better understand the importance of how they position their films to maximise returns on investment.

Exclusively for film-maker teams with a feature film project at an advanced stage of development, the program offers three two-day practical workshops, over a three-month period.

The program, run in conjunction with the NZFC, draws on the experience of professionals working in the film industry.

The three workshops focus on key areas of the film making experience: The first looks at financing, licensing and distribution; The second workshop focuses on audience, marketing, release and exhibition strategies; and the last workshop involves the teams working directly on their own projects, culminating in the teams presenting to a Selection Committee.

A maximum of four teams will be nominated for the workshop by the NZFC. One team will receive a grant of up to NZ\$75,000 towards the marketing and distribution of their film with the aim of successfully bringing a feature film project to market.

About Vista

Vista Group International Ltd (NZX: VGL, ASX: VGI) was formed in 2014 building on the worldwide success of Vista Entertainment Solutions (VES) that provides cinema management solutions to cinema exhibitors. The Group offers software solutions to the wider film industry and comprises a portfolio of businesses.

Visit www.vistagroup.co.nz

Vista Group flagship company VES, was established in 1996 as a JV company between the (then) Village Force Cinemas and Madison Systems after Village commissioned a new ticketing system. After first installing Vista in NZ and Fiji, Village opened cinemas in Argentina and Vista was selected to be installed there. At this point a decision was made to re-architect the software so that it could easily be installed in different countries (with different tax laws, language and regulatory requirements). This fundamental change resulted in strategic advantage over all Vista competitors, with the same software able to be installed in diverse environments; India, China, Latin America, USA and Europe. Today VES holds close to 40% global market share of the Large Cinema Circuit Market (cinemas operating 20 screens or more), and its software is installed in over 60 countries.

Visit www.vista.co

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